

**Amendments to the Claims:**

The listing of claims will replace all prior versions, and listings of claims in the application:

**Listing of Claims:**

Claim 1. (currently amended) A method of driving a vertically aligned liquid crystal display comprising the steps of:

dividing one field of each of pulses carried by a digital drive signal into a plurality of subfields including at least one, ~~each~~-subfield having one or more of a display-off periods ~~period~~-for which a liquid crystal is not driven and one or more of a display-on periods ~~period~~-for which the liquid crystal is driven, each display-off period being always located between two adjacent display-on periods, a ratio of the total of the display-on periods including the display-on periods of the one subfield over the subfields to the one field being in the range from 1 : 6 to 5 : 6; and

supplying at least a saturated drive voltage as the digital drive signal to the liquid crystal for each display-on period to modulate light incident in the liquid crystal.

Claim 2. (cancelled)

Claim 3. (original) The driving method according to claim 1, wherein the supplying step includes the step of supplying a voltage larger than the saturated drive voltage to the liquid crystal.